

GIVING TOP EXECUTIVES A TEAMWORK BOOST AT NUDO PRODUCTS

Nudo Products, Inc. — Nationwide manufacturer of plastic paneling products and panel systems

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NEED

Nudo's relatively new executive team (CEO and direct reports) was charged with setting strategy for the next five years, a critical time for the company and the marketplace. This group needed to coalesce as a team very quickly to:

- Drill down deep into fundamental corporate issues and strategy
- Talk candidly with each other to learn everything needed to make smart business decisions
- Function as a unit, drawing on collective strengths, knowledge, and talents of each member
- Unite and get behind an action plan for the future course of Nudo.

OUR SOLUTION

Psychological Associates® custom-designed a process to help the team become fully engaged and productive in a short amount of time, including our TEAM SCORECARD, a survey of the executive team that provided a powerful feedback report. It candidly reviewed teamwork issues and key business concerns. Team members learned about their strengths, weaknesses, any disconnects between the CEO and team members, and critical areas for development. Team progress was scored against benchmarks for effective teamwork.

One of our experienced, senior consultants also facilitated discussion of the results and development of an action plan for carrying out decisions. Our consultant also coached team skills for more effective decision-making, emphasizing communication skills, candor, and addressing difficult issues in order to reach consensus. Each team member also received a custom pocket coaching card to remind team members of skills to employ for the most productive discussions.

RESULTS

Our TEAM SCORECARD process was conducted over a one-month period when Nudo's team began tackling some of its most vital strategy issues. Guided by our scorecard data and coaching, this team has quickly become much more effective by:

- Taking more ownership of accountability
- Raising the team's level of honest talk
- Identifying key business objectives and issues that matter.

Nudo's executive team meets regularly now, functioning as a high-performance unit to confront ever-changing business issues.

